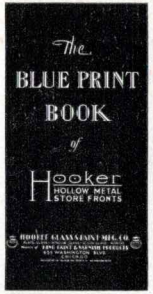
the sash face which, when installed with an indirect screw method, removes entirely all danger of pressure against the glass.

This indirect screw pressure method also gives absolute protection against all traffic shocks. It provides a really safe setting for plate glass. In addition, for ease of installation no other method surpasses the Hooker system of indirect screw pressure.

All members of the HOOKER Hollow Metal Store Front are correctly designed and fabricated to insure quick installation without sacrifice of permanent protection. Many improved features of steel reinforcement of corner and division bars are also provided.

We have published a "Blue Print Book" giving details of store front construction for every class of merchandise. You should have this book whether you are considering putting up a new store building or modernizing an old structure. This book is also a valuable aid to architects and contractors and will be supplied without obligation on request.



YOU WANT TO KNOW

How you can make your store front attract more trade—how you can make your store stand out among others—how you can increase the selling area of your windows—how you can save plate glass replacement due to breakage from traffic shocks or people leaning against your windows.

You want full facts about store front construction — the best materials—the newest designs—the latest ideas in use in various cities—and how you can make your store front bring you increased dividends. Write today for a copy of "The Blue Print Book" of HOOKER Hollow Metal Store Fronts.

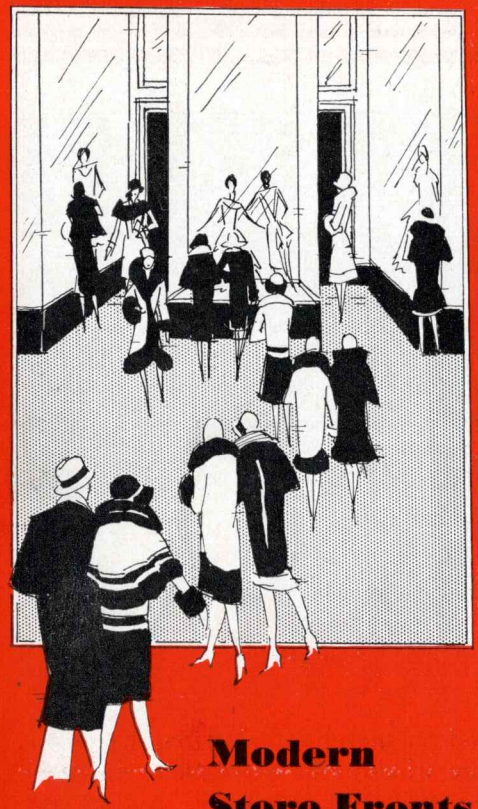
MANUFACTURED BY

HOOKER GLASS & PAINT MFG. CO.

659 Washington Blvd., Chicago, Illinois

Branches

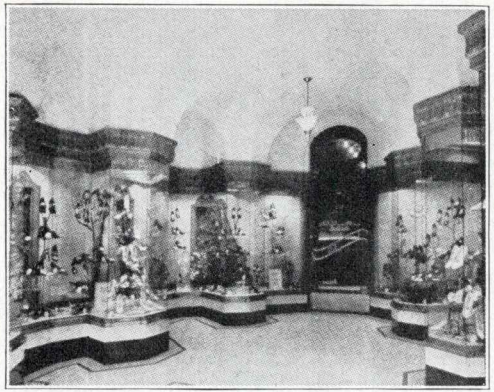
Peoria, Illinois — *Davenport, Iowa*
Muncie, Indiana — *Kalamazoo, Mich.*



Modern Store Fronts Attract Trade

HOOKER GLASS & PAINT MFG. CO.

659 WASHINGTON BLVD., CHICAGO, ILL.



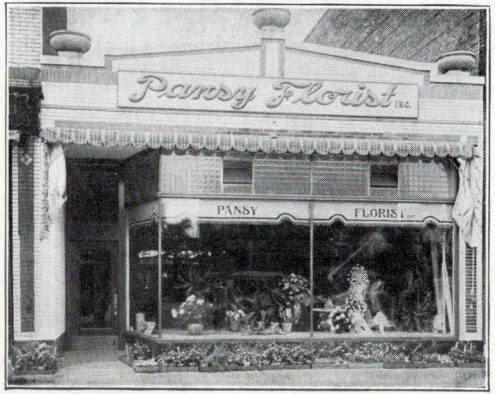
WINDOWS THAT SELL

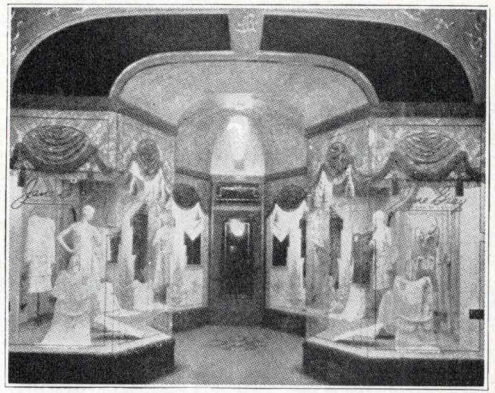
Modern merchandising requires that store windows be more than strong — *they must sell merchandise.* And to sell merchandise they must attract and stop the passer-by. They must even "pull" from across the street. And after attracting attention they must harmonize with the nature of the articles they are used to display.

Hooker
HOLLOW METAL STORE FRONTS

High rents on busy thoroughfares make the foregoing all-important.

Recognized in busy marts of trade as exponents of the newest thought and most practical development in store front construction are the creations of the Hooker Glass & Paint Mfg. Co. They are the products of an organization with almost three-quarters of a century of experience in the glass industry.





HOOKER Hollow Metal Store Fronts are designed within our own organization by specialists who have devoted a lifetime of study to retail store front requirements. Designs and methods of construction have been constantly changed and improved to meet changing retail conditions and development. The result is that they present the maximum attractiveness for any given area of frontage, together with enduring strength and protection of windows' contents. They are strong where strength is most essential, due to a unique self-supporting feature of